



TOWN OF GARNER

NEWS RELEASE

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Garner PIO Wins Statewide Awards

Garner's public information officer, Rick Mercier, won two Excellence in Communications Awards from the North Carolina Association of Government Information Officers at its annual seminar on Nov. 14 in Chapel Hill.

Mercier won a first-place award for Garner's social media campaign for the All-America City Award and video competition. Garner won the All-America City Award in June, and its video contest entry won in the category of most views.

Mercier also won honorable mention (second place) in the category of print publications for the first-ever Guide to Garner, which was mailed to all Town households this summer and is available at Town Hall and other Town facilities. Mercier wrote, edited and designed the guide.

The winner in the print publications category was North Carolina Sea Grant's communications team for its Coastwatch magazine.

Judges said of the two print publication honorees: "The winners – and they are both really winners here – stood out because of their attention to detail. The small things like the font and captions on photos, as well as the use of design to tell a story really allowed these two to be the best."

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Mercier joined the Town as its public information officer in October 2010 after a 16-year career as a print journalist. He edited The Clayton News-Star immediately prior to his employment with the Town while also serving as the North Carolina stringer for Agence France-Presse. His news reporting and commentaries were also distributed by the Associated Press and Knight Ridder/Tribune wire services during his journalism career. His award-winning work appeared in newspapers and magazines across the United States and in news outlets in Africa, Asia, Australia and Europe.

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